

2023 ISSUE

# Online positive impact consumer trends

in Latin America



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**Positive impact consumption** within Mercado Libre's strategy

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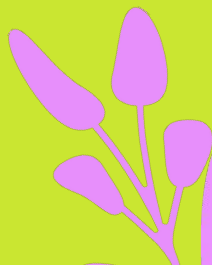
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1

# Positive impact consumption

within Mercado Libre's  
strategy

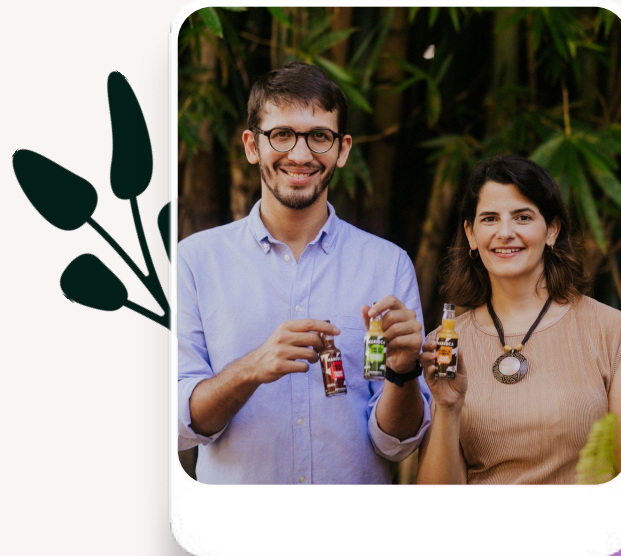


# A better future starts here

At Mercado Libre we are driven by a **transformative purpose**: we want to democratize access to e-commerce and money, enhancing the positive impact of our ecosystem in Latin America.

To do this, we facilitate **positive impact consumption**, promoting **triple impact brands and entrepreneurs** and working in partnership so that increasing numbers of people can adopt a more sustainable lifestyle.

This is why, through specialized curatorship, we offer **the widest range of products with positive impact** in one place, across 6 Latin American countries:



Want to know all our  
Sustainability Initiatives? →



# Our Sustainable Products section

We offer the most sustainable products on the market in one place, making it easy to buy the products that help build a better future.

## How do we do it?

**Expert curatorship** based on selection criteria that are in constant beta

**Partnerships with organizations and hubs of impact entrepreneurs** in the region

**Business capacity building** for social and environmental impact ventures



**Awareness and visibility campaigns** for products with positive impact



**Mapping positive impact consumer trends**

**Channel** for suggesting products with impact



**30+** categories of products



# What are products with positive impact?

These are products that **contribute to the reduction of environmental impact and/or the creation of socio-environmental benefits.**

There are multiple factors that we take into account when evaluating a product.

We cultivate a **holistic view in order to understand the positive impact** associated with each product. We also want to be transparent about the **selection criteria that guide this curatorship:**



Vegan food



Wellbeing



Fair trade



Composting and gardening



Socio-biodiversity



Energy efficiency



Refurbished electronics



Renewable energy



Made by B Corporations



Natural cleaning



Low-emission mobility



Produced or marketed by NGOs



Organic products



Reusable and/or 'zero waste' products



Made from recycled materials

See our criteria



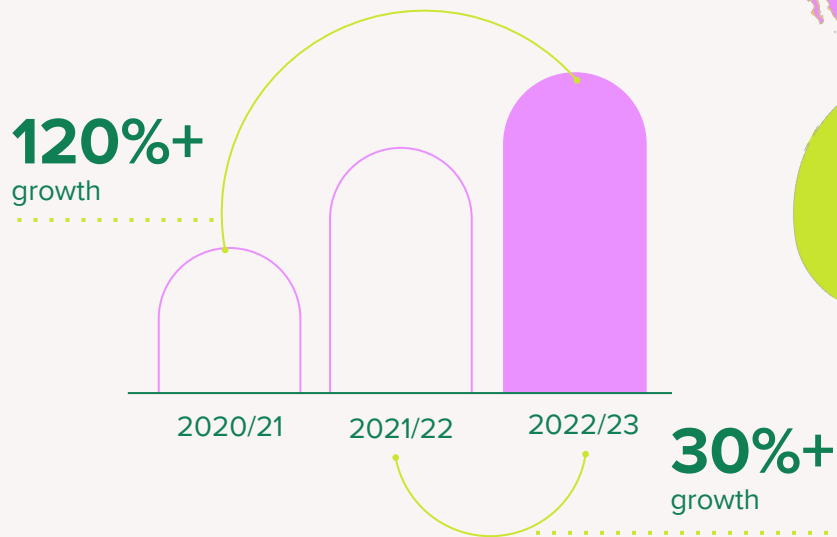
# 2

## Evolution of supply and demand



# Positive impact consumption continues to grow in the region

Growth of sales over the last few years:



**7.6M+**  
products with positive  
impact sold\*

We have  
**1.3M+**  
sustainable options  
in the region

**Source:** internal Mercado Libre data - from April 2022 to March 2023  
Argentina, Brazil, Chile, Colombia, Mexico and Uruguay.

\*True to our philosophy of treating each project as a continuous beta process, adjustments are made to the databases used every year. This is due to improvements in the quality of the data gathered and changes in the selection criteria established. For this reason, there may be differences between yearly publications.

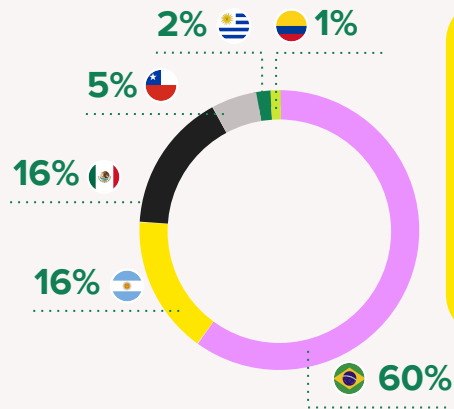




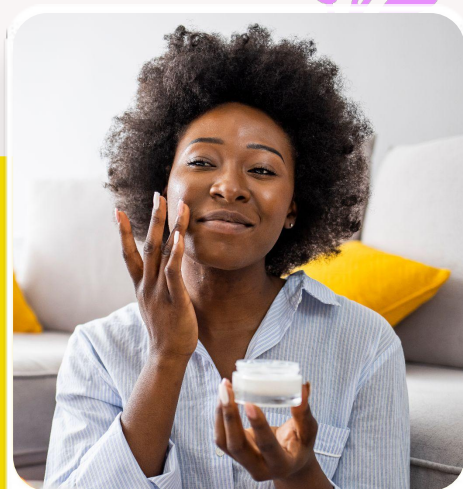
# More people are buying positive impact products

Shoppers increased by **27%** in the last year.

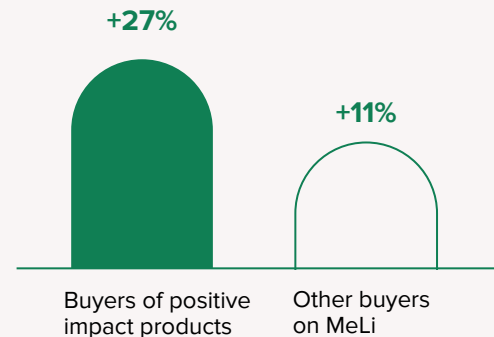
## Shoppers



**4.4M+**  
users purchased  
at least one  
positive impact  
product on  
Mercado Libre.



## Regional growth in demand over the last year



Sustainable shoppers grew  
**2.5x**  
more.



# Positive impact consumption across the generations

## Generation Z

The fastest growing group (+50% vs 2021/22).

Bamboo toothbrushes are among the favorites.



## Generation X

30%+ of green shoppers are aged 42 to 58.

Energy-efficient appliances are among the most popular items.



## Millennials

They represent 40%+ of green shoppers.

Millennials make the most positive impact purchases.

## Baby Boomers

15%+ higher rates of mindful food purchasing compared to the average.

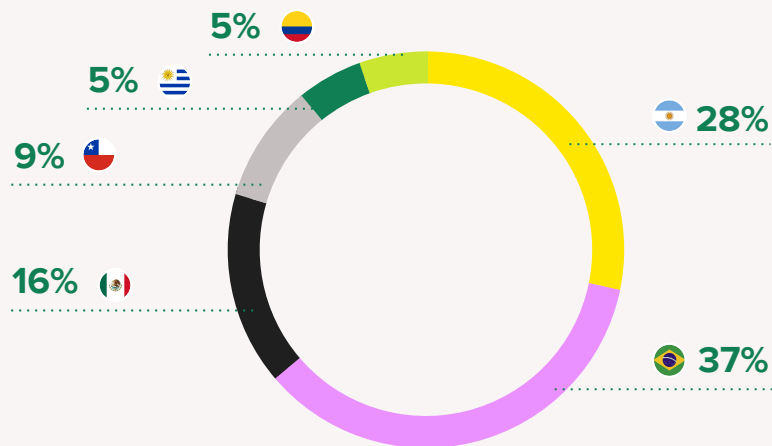
The most purchased product was water purifiers.



# Vendors of positive impact products continue to increase

In the region, they grew by **8%** last year.

## Distribution of vendors by country



# 57k+

companies and  
entrepreneurs selling  
products with a positive  
impact in the region



# 3 Trends with positive impact









# Searches reflect the interests of green shoppers

Most searches are for **reusable** and **zero waste** products, from categories such as personal care, baby, and household and kitchen utensils.

There are  
**230+**  
searches  
every minute

**2x**  
growth  
in the last  
6 months

	 Argentina	 Brazil	 Chile	 Colombia	 Mexico	 Uruguay
1	bicycle	bicycle	bicycle	bicycle	bicycle	bicycle
2	inverter air conditioning	water filter	solar panel	electric bicycle	solar heater	electric bicycle
3	reusable bottle	thermal bottle	reusable bottle	water filter	solar panel	inverter air conditioning
4	water purifier	solar panel	water purifier	hybrid car	menstrual cup	water purifier
5	solar panel	inverter air conditioning	organic coconut oil	solar panel	ecological diaper	reusable bottle
6	solar water heater	menstrual cup	menstrual underwear	water purifier	water purifier	solar panel
7	menstrual cup	ecological diaper	inverter air conditioning	menstrual cup	menstrual underwear	menstrual cup
8	composter	menstrual underwear	menstrual cup	ecological diaper	organic coconut oil	hybrid car
9	solid shampoo	panel solar	eco-friendly bag	organic coconut oil	natural deodorant	ecological diaper
10	organic coconut oil	reusable capsule	composter	natural deodorant	reusable bottle	organic coconut oil





# Positive impact categories

## Best sellers



**Sports and fitness,**  
mainly bicycles and  
reusable bottles



**Mindful eating,**  
e.g., certified organic  
or vegan



**Household appliances**  
that are energy efficient

## Top growers vs 2021/22:



Babies  
(reusable  
diapers)

**3.5x**  
increase



Refurbished  
electronics

**2.1x**  
increase



# Growing trends



Personal care ×



Fashion ×



Mindful eating ×





# Personal care with positive impact



This is one of the most popular positive impact consumer categories, including reusable or zero waste products, 100% compostable or made with certified ingredients or by certified companies (organic, fair trade, System B, for example), among many others. **A better future starts by taking care of yourself and the planet.**

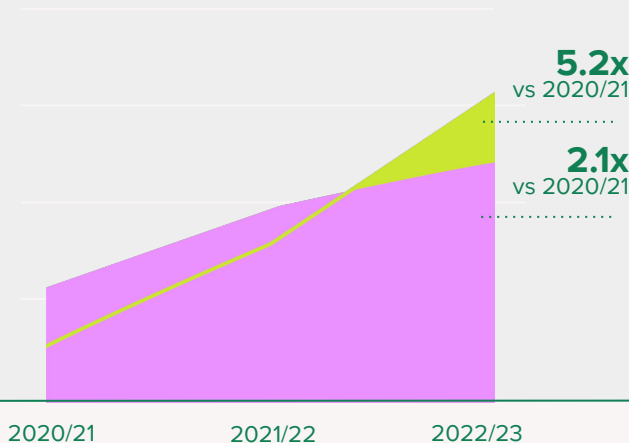
**60+**  
purchases per hour

**1/3**  
of menstrual care  
purchases were  
products with  
positive impact

Source: internal Mercado Libre data - from April 2022 to March 2023  
Argentina, Brazil, Chile, Colombia, Mexico and Uruguay.

## Fastest growing products

-  Washable nursing pads
-  Solid shampoo and conditioner



## Best sellers for the third year running:

-  Bamboo toothbrushes
-  Menstrual cups
-  Washable nursing pads

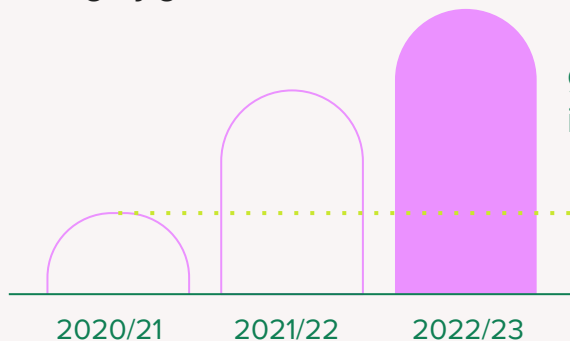


# Positive impact fashion

A better future starts with more mindful clothing choices, like **clothing and accessories made from recycled or certified materials, or materials such as bamboo.**

## Category growth

**3.2x**  
growth  
in **products sold**



A category that's increasingly popular with our users:

**40%**

increase in sales  
vs 2021/22

**2/5**

of orders delivered in 1 day  
or less

The most popular  
features:



Bamboo and  
recycled materials



# Mindful eating

More users are choosing foods and drinks made from certified ingredients or are looking for alternatives with less environmental impact, making it one of the best-selling positive impact categories. **A better future starts with more mindful food choices.**

## Best sellers:



Vegan  
and dressings



Non dairy  
milk



Organic  
granola

The most popular is vegan foods.



# 2.3x

growth in **category searches\***

**Millennials** are the largest group of mindful eaters.

# 56%

of orders are shipped on the same day

\*in the last 3 months.

Source: internal Mercado Libre data.

From April 2022 to March 2023, Argentina, Brazil, Chile, Colombia, Mexico and Uruguay.



# 4

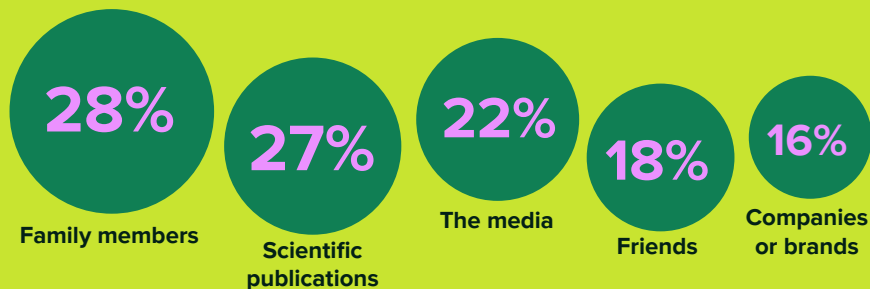
## Characteristics of our **green consumers**



# Who are the green shoppers?

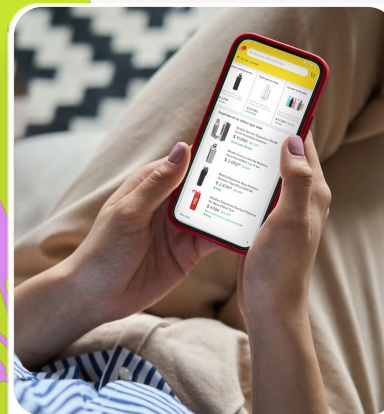
To better understand our green shoppers, we conducted a survey of users across the region who have purchased at least one positive impact product in the last few months.

What has the greatest influence on making your lifestyle more sustainable:



\*Agree = agree or strongly agree.

Source: Survey conducted in April 2023 of Mercado Libre users in Argentina, Brazil, Chile, Colombia, Mexico and Uruguay who made at least one purchase of a product with a positive impact between October 2022 and March 2023.



# 7/10

of respondents agree\* that their purchasing decisions can have a positive impact on the environment and people.

**72%**  
of respondents choose to buy online.



# 9/10

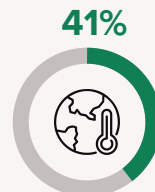
## of our users are concerned about the current environmental situation.

The **key concerns** of  
recent years **remain**.

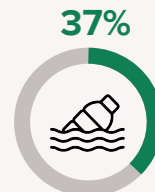
\*They are concerned or very concerned.

Source: Survey conducted in April 2023 of Mercado Libre users in Argentina, Brazil, Chile, Colombia, Mexico and Uruguay who made at least one purchase of a product with a positive impact between October 2022 and March 2023.

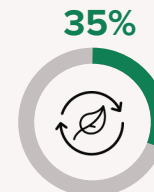
Usuarios  
LATAM



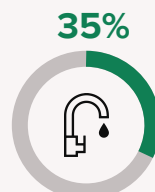
Global  
warming



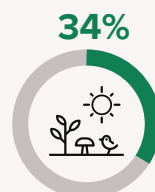
Water pollution



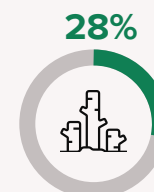
Depletion of natural  
resources



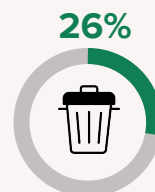
Water shortages



Loss of biodiversity



Deforestation



Waste  
management



Food security



Food loss and  
wastage



# What do people value most in a product with positive impact?



## 1 out of 2

users rate packaging as most important.

**Most wanted:** made from recycled, recyclable or compostable materials.

## 70%

of respondents care about the composition of products.



# Moving towards a more sustainable lifestyle

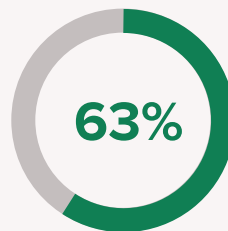
There are often **historical and widespread differences** between what people say and what they actually do, especially when it comes to **more sustainable lifestyles**.

The simplest conclusion is that **people are very conscious of the image they display. They like to think of themselves as "good"** and to be perceived as such.

We see a similar pattern in our users: **there are lifestyles that people identify with but are not necessarily reflected their daily lives**.

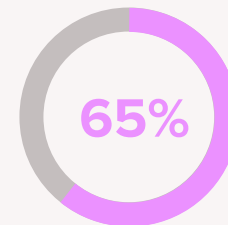
**Source:** Survey conducted in April 2023 of Mercado Libre users in Argentina, Brazil, Chile, Colombia, Mexico and Uruguay who made at least one purchase of a product with a positive impact between October 2022 and March 2023.

## How users describe themselves vs their recent actions

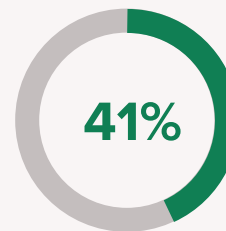


of users say they try not to harm the environment\*

But of these, only

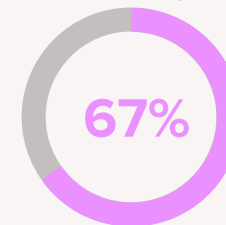


separated their waste for recycling\*\*



of users say they support local businesses when possible\*

But of these, only



bought something at a local store\*\*

\*calculated over the total number of users

\*\*calculated on the basis of positive responses





# Moving towards a more sustainable lifestyle

How users describe themselves vs their recent actions

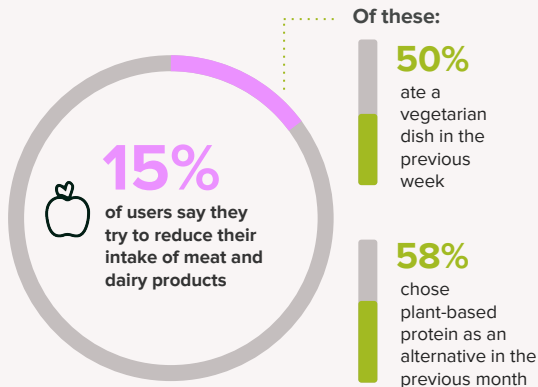
● All respondents

● Respondents who answered yes to the prior statement

## Positive impact fashion



## Mindful eating



## Impact reduction



Source: Survey conducted in April 2023 of Mercado Libre users in Argentina, Brazil, Chile, Colombia, Mexico and Uruguay who made at least one purchase of a product with a positive impact between October 2022 and March 2023.



# 5

## Main **insights** and extra information



## Main insights

# Positive impact consumption continues to grow in the region

30%

growth in sales  
(vs 2021/22)

product

27%

growth in sustainable buyers  
(vs 2021/22)

8%

growth in positive impact product vendors  
(vs 2021/22)

## Key trends

230+

searches for positive impact products per minute

Positive impact personal care:

60+ purchases per hour

Positive impact fashion: bamboo and recycled fabrics are favorites

Mindful eating: vegan foods are the most popular products

## Our green buyers

7/10

of users agree that **their purchasing decisions can have a positive impact** on the environment and people.

When it comes to choosing a product with a positive impact, what people value most are:

- #1 Product durability
- #2 Made in a socially responsible way or with sustainability certifications
- #3 Protects biodiversity

Main environmental concerns:



Global warming



Water pollution



Depletion of natural resources



## Extra information

The **Online positive impact consumer trends** is based on the following information sources:



### Internal Mercado Libre data

**Period:** April 2022 to March 2023

Every year adjustments are made to the databases used thanks to improvements in the **quality and accuracy of the information** gathered, in addition to changes in the **selection criteria** established for the initiative. This is in keeping with our philosophy of approaching each project as a learning process and being in **continuous beta**.



### Survey

We surveyed Mercado Libre users who had purchased at least one positive impact product between October 2022 and March 2023.

The survey was carried out in April 2023.



### Countries

Argentina, Brazil, Chile, Colombia, Colombia, Mexico and Uruguay.

With technical support from **Kolibri**.



Get more information about...

the study on [our website](#)

the [Sustainable Products section](#)

[Mercado Libre's sustainability strategy](#)

